AS OF MAY 1, 1992

1992 COMMUNITY EVENT MARKETING FESTIVAL SCHEDULE
PREMIUM BRANDS

EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MIAMI RIVER BLUES SECTION 25 BENSON & HEDGES Sample 6's = 7 Incentives = 1,000 First Year	1/25 S =2pm-12am	Kevin Rusk Miami River Blues 626 South Miami Ave. Miami, FL 33130 (305) 374-1198 PH Contact - G. Vera, Y. Robinson Field Sales Contact - Wade Lott, SSD H. Kronowitt	Miami, FL Bay Front Park	$2,500 Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	20,000	° Brand ad in program journal ° Sampling & sweepstake booth ° Stage signage ° Incentive items
ZULU SECTION 32 BENSON & HEDGES Sample 6's = 7 Incentives = 1,000 First Year	2/28	George Rainey Zulu Organization 732 North Broad Street New Orleans, LA 70119 (504) 827-1559 PH Contact - G. Vera, Y. Robinson Field Sales Contact - W. Cashion, SSD	New Orleans, LA Convention Center	$5,000 Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	20,000	° Brand ad in program journal ° Sampling ° Incentives ° Signage
CHERRY BLOSSOM FEST SECTION 53 BENSON & HEDGES CIP's = 5,000 Incentives= 5,000 First Year	4/4-5 4/11-12 S =11am-6pm Sn=11am-6pm S =11am-6pm Sn=11am-6pm	Klara Ma Chairperson Cherry Blossom Festival 1737 Post Street San Francisco, CA 94115 415/922-7171 PH Contact - G. Vera, Y. Robinson Field Sales Contact - G. Kendell, SSD	San Francisco, CA Japantown	$5,000 Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	100,000	° B&H CIPs ° Signage ° Corporate sponsor of Taiko Concert ° Sampling & sweepstake booth

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA **SECTION 14** **BENSON & HEDGES** Sample 6's= 10 Incentives= 1,500 Third Year	4/11-12 S =10am-10pm Sn=10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, New York 10037 (212) 234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - P. Paoli	Philadelphia, PA Philadelphia Civic Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	30,000	* Signage * Reception/hospitality on site * Brand ad in program journal * Sampling & sweepstake booth
HOUSTON INT'L FEST **SECTION 36** **BENSON & HEDGES** Sample 6's= 70 Incentives= 8,000 First Year	4/23-5/3 4/25-26 5/2-3	Ellen Smotik Houston Int'l Festival Foundation 1100 Louisiana - Suite 1275 Houston, TX 77002 PM Contact - G. Vera, Y. Robinson Field Sales Contact - John Love, SSD	Houston, TX	$23,000 Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	1,000,000	* Signage * Sweepstake & sampling booth * Main stage co-sponsorship B&H Blues Concert (John Lee Hooker - 5/2)
BLACK EXPO USA **SECTION 23** **BENSON & HEDGES** Sample 6's= 17 Incentives= 1,500 First Year	4/25-26 S =10am-10pm Sn=10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, New York 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - Lance Jones, SSD	Atlanta, GA Georgia World Congress Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	50,000	* Sweepstake & sampling booth * Signage * Reception/hospitality on site * On-site store sale * Brand ad in program journal

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MEMPHIS IN MAY **SECTION 31** (First of 3 events - Music Festival) **BENSON & HEDGES** Sample 6's= 34 Incentives= 5,000 **Fourth Year**	5/1-2 F = 4pm-11pm S = 2pm-11pm Sn= 3pm-11pm	Deanie Parker Memphis in May 245 Wagner Street Memphis, TN 38103 901/525-4611 PM Contact - G. Vera, Y. Robinson Field Sales Contact - Tony Johnson, SSD	Memphis, TN Beale Street	$15,000 [1991-$12,666] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	100,000	* Signage * Sweepstake & sampling booth * Reception/hospitality on site * **B&H Blues Concert - Stage sponsorship**
BLACK EXPO USA **SECTION 43** **BENSON & HEDGES** Sample 6's= 12 Incentives= 2,000 **Third Year**	5/2-3 S = 10am-10pm Sn= 10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, New York 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - R. Kohl	Detroit, MI Detroit's Cobo Hall	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	30,000	* Signage * Sweepstake & sampling booth * Brand ad in program journal
BLACK EXPO USA **SECTION 36** **BENSON & HEDGES** Sample 6's= 14 Incentives= 2,000 **Third Year**	5/16-17 S =10am-10pm Sn=10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, New York 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - John Love, SSD	Houston, TX George R. Brown Convention Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	35,000	* Signage * Sweepstake & sampling booth * Brand ad in program journal

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
MEMPHIS IN MAY **SECTION 31** (Third of 3 events - Sunset Symphony) **MERIT** Sample 6's= 25 Incentives= 5,000 Fourth Year	5/23 S = 9am-9pm	Deanie Parker Memphis in May 245 Wagner Street Memphis, TN 38103 901/525-4611 PM Contact - G. Vera, Y. Robinson Field Sales Contact - Tony Johnson	Memphis, TN Tom Lee Park	$15,000 [1991-$12,667] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	100,000	* Sampling & sweepstake booth * Signage * Brand ad in program journal
MIAMI/BAHAMAS GOOMBAY **SECTION 25** **BENSON & HEDGES** Sample 6's= 100 Incentives= 8,000 Sixth Year	6/5-7 F =12pm-7am S = 9am-7pm Sn=10am-7pm VIP Reception= Fri. (6/5) @ 6:30pm-10pm	Billie Rolle Executive Director Miami/Bahamas Goombay 555 NE 15th Street Suite 25-K Miami, FL 305/445-8292 305/372-9966 PM Contact - G. Vera, Y. Robinson Field Sales Contact - W. Lott, SSD M. Kronowitt	Miami, FL Coconut Grove Grand Avenue $15,000 [1991-$15,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	375,000	* Signage * Sampling & sweepstake booth * B&H Blues Concert - Main stage sponsorship
BLACK EXPO USA **SECTION 13** **BENSON & HEDGES** CIPs = 2,375 Incentives= 3,750 Third Year	6/5-8 T =10am-10pm F =10am-10pm S =10am-10pm Sn=10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, NY 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - D. Nelson, VP Shawn Hampton	New York, NY Jacob K. Javits Convention Ctr $4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	75,000	* CIPS * Sweepstake & sampling booth * Brand ad in program journal

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO USA **SECTION 41** **BENSON & HEDGES** Sample 6's= 12 Incentives= 1,500 Third Year	6/13-14 S - 10am-10pm Su- 10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, NY 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - T. Wilhelms, SSD	Cleveland, OH Cleveland Convention Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	30,000	° Signage ° Sweepstake & sampling booth ° Brand ad in program journal
MONTEREY BAY BLUES FESTIVAL **SECTION 53** **BENSON & HEDGES** CIPs Incentives= 1,500 Third Year	6/27-28 S - Su=	Morris McDaniel, Pres. Bob Massaro Festival Manager Monterey Blues Festival P.O. Box 1400 Seaside, CA 93955 408/649-6544 PM Contact - G. Vera, Y. Robinson Field Sales Contact - G. Kendell, SSD	Monterey, CA Monterey Fair Grounds & Exposition Park	$40,000 [1991-$50,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	35,000	° Sweepstake & sampling booth ° Brand ad in program journal ° VIP Reception ° B&H Blues Concert - **Main stage sponsorship** ° On-site store sale
BLACK EXPO USA **SECTION 53** **BENSON & HEDGES** CIPs = 1,500 Incentives= 1,500 Third Year	6/27-28 S - 10am-10pm Su- 10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, NY 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - C. Kendell, SSD T. Bartholomew	Oakland, CA Oakland Convention Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	30,000	° Signage ° Sweepstake & sampling booth ° On-site store sale ° Brand ad in program journal

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
INDIANA BLACK EXPO AND CONCERT **SECTION 43** **BENSON & HEDGES** Sample 6's= 80 Incentives= 8,000 Third Year	7/9-12 Th= 6pm-10pm F =10am-10pm S =10am-10pm Sn=12pm-8pm	Rev. C.R. Williams President Indiana Black Expo, Inc. 3130 Sutherland Avenue Indianapolis, IN 317/925-2702 PM Contact - G. Vera, Y. Robinson Field Sales Contact - R. Kohl, SSD	Indianapolis, IN Roosier Dome/Exhibit American Legion Hall/ Concert	$55,000 [1991-$67,500] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	325,000	* 7/10 - Signage * Sweepstake & sampling booth * VIP Reception * Brand ad in program journal * 7/11-12 - Signage * Sweepstake & sampling booth * **B&H Blues Concert - Main stage sponsorship**
CHICAGO BLACK EXPO **SECTION 44** **BENSON & HEDGES** Sample 6's= 34 Incentives= 5,000 Third Year	7/17-19 F =10am-9pm S =10am-9pm Sn=10am-9pm	Rev. Bernard Taylor 333 N. Michigan Avenue Suite 2121 Chicago, IL 60601 312/201-1235 PM Contact - G. Vera, Y. Robinson Field Sales Contact - G. Salvato, SSD	Chicago, IL McCormick Expo Center Donnelley Hall	$20,000 [1991-$20,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	100,000	* Sweepstake & sampling booth * Signage * On-site store sale * VIP Reception
RIVER BLUES FESTIVAL **SECTION 14** **BENSON & HEDGES** Sample 6's= 19 Incentives= 2,750 Third Year	7/25-26 S = 12pm-10pm Sn= 12pm-10pm	John Schreiber Festival Productions 352 Seventh Avenue, 16th Floor New York, NY 10001 212/971-0080 PM Contact - G. Vera, Y. Robinson Field Sales Contact - P. Paoli	Philadelphia, PA Penn's Landing	$35,000 [1991-$35,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	55,000	* Signage * Sweepstake & sampling booth * Brand ad in program journal * **B&H Blues Concert - Main stage sponsorship**

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
HISPANIC WORLDS FAIR **SECTION 13** **MARLBORO/VIRGINIA SLIMS** [Marlboro] CIPs = 7,500 Incentives= 7,500 [VS] CIPs = 3,500 Incentives= 3,500 Eleventh Year	8/1-2 F =Setup S =12pm-12am Sn=12pm-9pm	Daniel Ramos President FMH Ramos Group 22 Elizabeth Avenue Teaneck, NJ 07666 201/837-0809 PM Contact - G. Vera, Y. Robinson Field Sales Contact - A. Berlin Shawn Hampton	New York, NY Jacob Javitz Convention Center	[1991-$38,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	150,000	* Signage * Sweepstake & sampling booth
YSLETA FESTIVAL **SECTION 35** **MARLBORO/VIRGINIA SLIMS** [Marlboro] Sample 6's= 34 Incentives= 5,000 [VS] Sample 6's= 21 Incentives= 2,500 Third Year	7/31-8/2 F = 6pm-1am S = 6pm-1am Sn= 3pm-12am	Vince Munoz Executive Director Ysleta Del Sur Pueblo 122 Old Pueblo Road El Paso, TX 79917 915/858-6934 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Paddock, SSD	El Paso, TX Ysleta Del Sur Pueblo	[1991-$15,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	100,000	* Sampling & sweepstake booth * Signage * On-site store sale
AFRICAN WORLD FESTIVAL **SECTION 45** **BENSON & HEDGES** Sample 6's= 19 Incentives= 2,750 Third Year	7/31-8/2 F =12pm-12am S =12pm-12am Sn=12pm-12am	Jackie Shropshire Afro World Enterprise, Ltd. P.O. Box 1256 Milwaukee, WI 53212 414/224-1343 414/372-3770 PM Contact - G. Vera, Y. Robinson Field Sales Contact - D. Simoneau, SSD	Milwaukee, WI Henry W. Maier Parks (Summerfest Grounds)	$12,000 [1991-$12,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	55,000	* Signage * Sweepstake & sampling booth * B&H Blues Concert - Main stage sponsorship

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MEMPHIS BLUES FESTIVAL **SECTION 31** **BENSON & HEDGES** Sample 6's= 14 Incentives= 2,000 Second Year	8/8 F = 7pm-11pm S = 1pm-11pm	Mr. Fred Jones Summit Management Corp. 555 Beale Street Memphis, TN 38103 901/526-9300 PM Contact - G. Vera, Y. Robinson Field Sales Contact - Tony Johnson, SSD	Memphis, TN Tom Lee Park	$45,000 (1991-$45,000) Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	40,000	* Sampling & sweepstake booth ° VIP Hospitality ° Incentives ° **B&H Blues Concert - Main stage signage**
AFRICAN WORLD FESTIVAL **SECTION 42** **BENSON & HEDGES** Sample 6's= 25 Incentives= 5,000 Third Year	8/14-16 F =12pm-11pm S =12pm-11pm Sn=12pm-11pm	Brenda Wilson-Hale African World Festival 1553 W. Grand Blvd. Detroit, MI 48201 313/833-9800 PM Contact - G. Vera, Y. Robinson Field Sales Contact - G. James, SSD	Detroit, MI Hart Plaza	$20,000 (1991-$45,000) Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	150,000	* VIP Reception * Sweepstake & sampling booth ° **B&H Blues Concert - Main stage signage**
BLACK EXPO USA **SECTION 21** **BENSON & HEDGES** Sample 6's= 16 Incentives= 2,375 Third Year	8/15-16 S = Sn=	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, New York 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - T.D. Hanson, SSD	Washington, DC Washington, DC Convention Center	$4,200 (1991-$2,833.33) Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	50,000	° Sweepstake & sampling booth ° Signage ° Reception/hospitality on site ° On-site store sale ° Brand ad in program journal

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
KANSAS CITY SPIRIT **SECTION 33** **MERIT** Sample 6's= 75 Incentives= 12,500 Fourth Year	9/4-6 F = S = Sn=	Timothy L. Smith Executive Director *Kansas City Spirit* Chambers Building 25 E. 12th Street Kansas City, MO 64106 816/221-4444 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Clary, SSD	Kansas City, MO Ten Valley Park	$25,000 [1991-$25,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	250,000	* *Sweepstake & sampling booth* * Signage * *Incentive distribution*
BLACK EXPO USA **SECTION 35** **BENSON & HEDGES** CIP's = 1,750 Incentives= 1,750 Third Year	9/12-13 S =10am-10pm Sn=10am-10pm	*Jerry Roebuck* Chairman Black Expo USA 206 West 137th Street New York, New York 10037 (212) 234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Paddock, SSD	Dallas, TX Dallas Convention Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	35,000	* Sweepstake & sampling booth * Signage * Reception/hospitality on-site * On-site store sale * *Brand ad in program* journal
MISSISSIPPI DELTA BLUES **SECTION 31** **BENSON & HEDGES** Sample 6's= 14 Incentives= 2,000 Fourth Year	9/18-19 F = S =	Malcolm Walls Director MACE 127 S. Harvey Greenville, MS 38701 601/335-3523 601/334-2939 PM Contact - G. Vera, Y. Robinson Field Sales Contact - Tony Johnson, SSD	Greenville, MS Route 454	$25,000 [1991-$25,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	40,000	* Sweepstake & sampling booth * Signage * VIP Reception * **9/18 - B&B Blues Concert exclusively; Main stage signage** * 9/19 - B&B Blues Concert - Co-sponsorship Miller

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PASO DEL NORTE FESTIVAL **SECTION 35** **MARLBORO/VIRGINIA SLIMS** [Marlboro] Sample 6's= 51 Incentives= 7,500 [VS] Sample 6's= 35 Incentives= 3,000 Second Year	9/25-27 F = 4pm-11pm S = 1pm-11pm Sn= 1pm-9pm	Ananda Roberts Southwest Marketing Group 902 Arizona El Paso, TX 79902 915/532-4426 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Paddock, SSD	El Paso, TX Civic Center City Hall	[1991-$30,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	150,000	* Sweepstake & sampling booth * Signage
MID SOUTH FAIR **SECTION 31** **MERIT** Sample 6's= 153 Incentives= 22,500 Fourth Year	9/25-10/4 F = S = Sn= M = T = W = Th= F = S = Sn=	Sandra Ireland Sponsorship Director Mid South Fair, Inc. 940 Early Maxwell Blvd. Memphis, TN 38104 901/274-8800 PM Contact - G. Vera, Y. Robinson Field Sales Contact - Tony Johnson	Memphis, TN Fairgrounds	$20,000 [1991-$15,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	450,000	* Sweepstake & sampling booth * Signage
KING BISCUIT BLUES FESTIVAL **SECTION 33** **BENSON & HEDGES** Sample 6's= 17 Incentives= 2,500 Third Year	10/9-10 F = S =	Mr. E. West Hornor, Jr. Chairman Main Street Helena P.O. Box 247 Helena, AK 72342 501/338-9144 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Clary, SSD	Helena, AR	$15,000 [1991-$15,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	50,000	* Sweepstake & sampling booth * B&B Blues Concert - Main stage - Co-spon with Miller * Signage

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
ORANGE COUNTY KOREAN FESTIVAL SECTION 54 BENSON & HEDGES CIPs = 5,000 Incentives= 5,000 Second Year	10/9-11 F =12pm-10pm S =12pm-10pm Sn=10am-10pm	Yuri Byon Festival Coordinator The Korean Central Daily 690 Wilshire Place Los Angeles, CA 90005 213/389-4819 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Henry, SSD I. Bartholomew	Orange County, CA KD Plaza	$15,000 [1991-$15,000] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	100,000	* Brand Ad in Program Journal * On-Site Store Sale Activities * Sweepstakes Booth * On-Site Signage Placements
BLACK EXPO USA SECTION 54 BENSON & HEDGES CIPs = 2,375 Incentives= 3,000 Third Year	10/16-18 S = 10am-10pm Sn= 10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, NY 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Henry , SSD T. Bartholomew	Los Angeles, CA LA Convention Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	50,000	* Sweepstake & sampling booth * Signage * Reception/hospitality on site * On-site store sale * Brand ad in program journal
BLACK EXPO USA SECTION 33 BENSON & HEDGES Sample 6's= 10 Incentives= 2,375 Third Year	11/21-22 S = 10am-10pm Sn= 10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, NY 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - J. Clary, SSD	Kansas City, MO Kansas City Convention Center	$4,200 [1991-$2,833.33] Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	20,000	* Sweepstake & sampling booth * Signage * Reception/hospitality on site * On-site store sale * Brand ad in program journal

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EVENT	DATE/ TIME	PROMOTER CONTACT	CITY/STATE AND VENUE LOCATION	COST	ATTENDANCE	EVENT INVOLVEMENT
BLACK EXPO [illegible] SECTION 32 BENSON & HEDGES Sample 6'ss= 20 Incentives= 2,375 Third Year	11/28-29 S = 10am-10pm Sn= 10am-10pm	Jerry Roebuck Chairman Black Expo USA 206 West 137th Street New York, NY 10037 212/234-3400 PM Contact - G. Vera, Y. Robinson Field Sales Contact - W. Cashion, SSD	New Orleans, LA New Orleans Convention Center	$4,200 (1991-$2,833.33) Philnet - 8-320-2125, 2360 Other - (212) 878-2125, 2360	35,000	* Sweepstake & sampling * booth * Signage * Reception/hospitality on site * On-site store sale * Brand ad in program journal

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